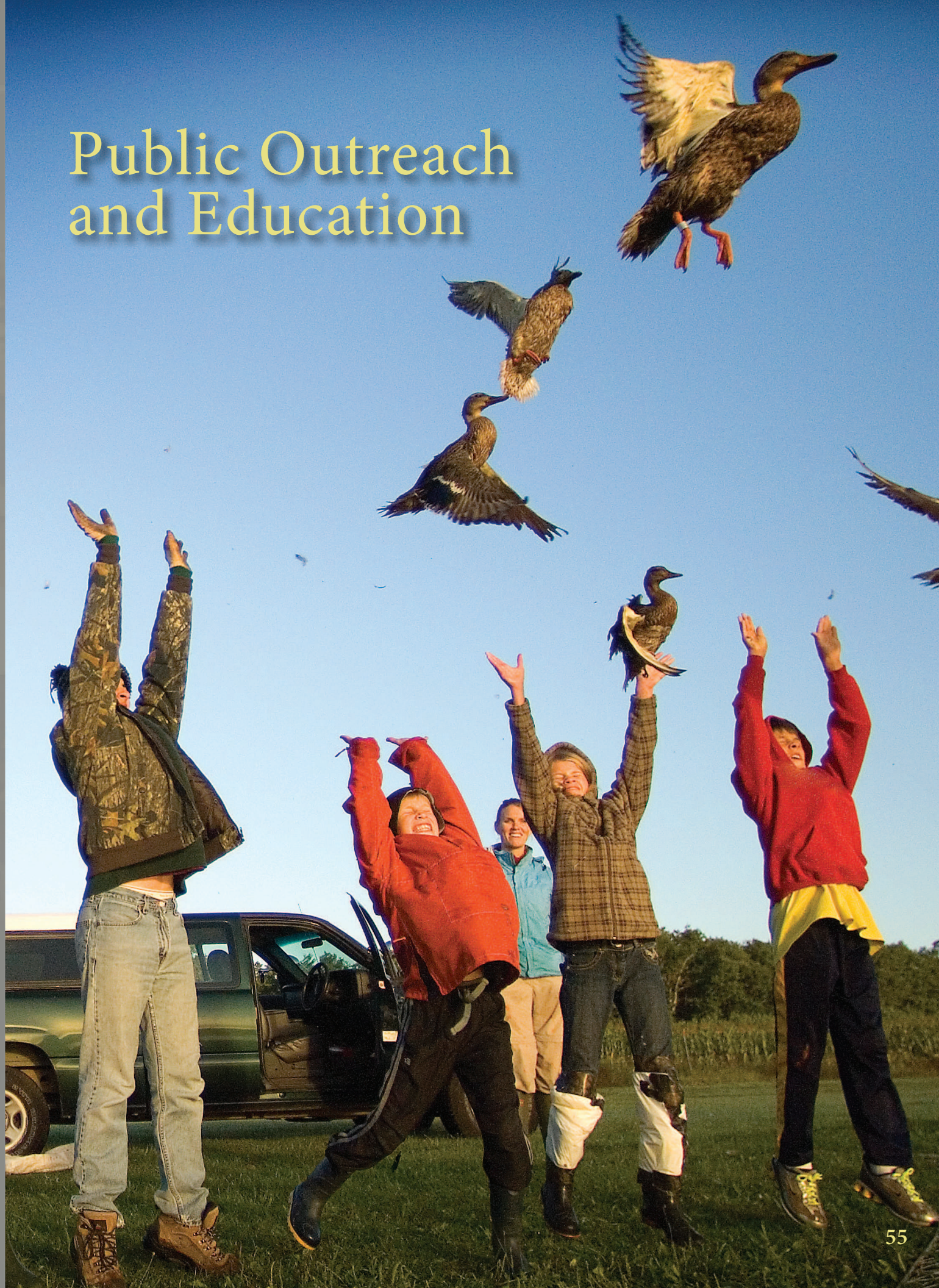
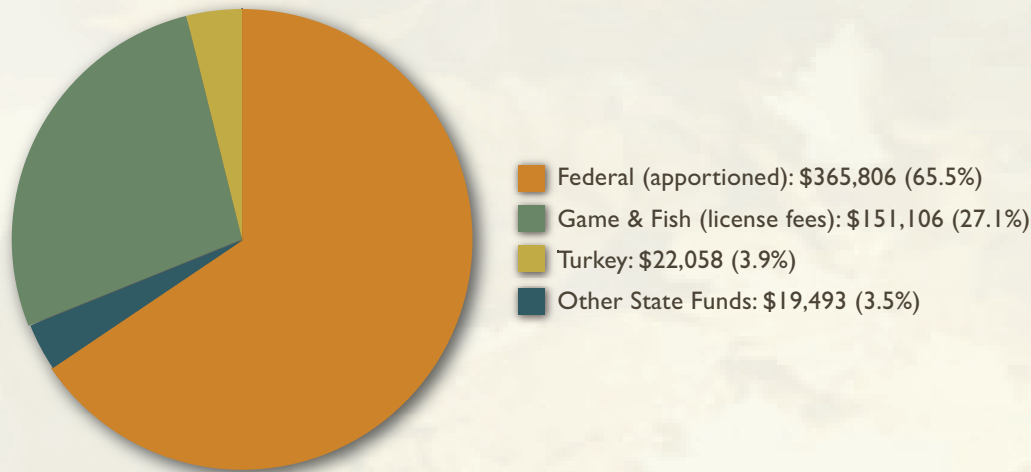


Public Outreach and Education



Fiscal Year 2010

Outreach and Education Expenditures by Fund Source



The Wildlife Division invested:

- 8,868 hours talking one-on-one to the public, amounting to 37,068 individual contacts;
- 2,096 hours planning, organizing or attending major outreach events;
- 346 hours on media contacts;
- 183 hours on wildlife management outreach; and
- 31 hours developing outreach materials

One way the Wildlife Division helps keep the public informed about its programs and initiatives is through informational and instructional booths at many hunting and outdoor-recreation tradeshow and expos. In 2010, division staff participated in the following shows:

- Huntin' Time Expo in January
- Deer and Turkey Spectacular and Outdoorama in February
- Traverse City Hunting and Fishing Show in March
- Kirtland's Warbler Wildlife Festival in May
- Cerulean Warbler Festival in June
- Osprey Fest in July
- U.P. State Fair and Bay City Waterfowl Weekend in August
- Woods-n-Water Outdoor Show, Pointe Mouillee Waterfowl Festival and Hawkfest in September

Staff members continued to take part in a variety of other public forums, such as management-unit public meetings and sportsmen's groups' events, as well as respond to inquiries from the media and the general public on topics such as hunting prospects, season dates and license information, nuisance wildlife, job opportunities and wildlife health. Staff also presents wildlife educational programs at schools, banquets, auxiliary clubs and other requested locations.



TB Communication Plan

The Wildlife Division spent significant time and effort developing bovine tuberculosis (TB) outreach materials including an educational poster, slogan posters, window clings, a brochure, business cards and pencils. As baiting is a major factor contributing to the spread of wildlife diseases such as TB, the campaign centered around a “Do Not Bait for Our Sake” theme. Campaign materials were funded with monies included in Wildlife Health section of this report.

Educational Trailers

The Wildlife Division purchased and outfitted four educational trailers, designed to be used as mobile classrooms that staff can bring to various programs and events. Housed in regional locations throughout the state, these trailers contain a range of wildlife-related lesson plans and outreach materials.

Working for Wildlife Initiative

The Wildlife Division launched a new initiative to showcase progress on its habitat improvements across the state. A large sign posted at designated areas promotes the initiative and alerts visitors and passers-by that work going on in the area is part of a project to improve wildlife habitat. Check out these “Working for Wildlife” areas online at www.michigan.gov/workingforwildlife.



Top: Pictured from left to right: hunters participating in a reserved waterfowl hunt at St. Charles Field Office; research specialist Sarah Mayhew and student assistant Autumn Feldpaush hand out bird bands during an event at Lansing's Potter Park Zoo; a mammal demonstration with a DNR explorer guide Bottom: Pictured from left to right: youngsters enjoy learning about wildlife during an outreach program; volunteers help relocate Canada geese during goose round-up; Wildlife Management Unit Supervisor Sara Schaefer discusses issues at a public meeting